



## STAFF REPORT

### City Council

**Meeting Date:**

**6/19/2018**

**Staff Report Number:**

**18-136-CC**

**Consent Calendar:**

**Authorize the City Manager to enter into an agreement with Alta Planning + Design for the Safe Routes to School Program**

### Recommendation

Staff recommends that the City Council authorize the City Manager to enter into an agreement with Alta Planning + Design for professional consulting services for the Safe Routes to School program for \$90,000.

### Policy Issues

The development of a Citywide Safe Routes to School program is included as one of the top six priority projects in the City Council's adopted 2018 work plan. The program is also an implementation program included in the 2016 general plan circulation element.

### Background

On February 7, 2017, the City Council adopted its 2017 work plan that included the development of a Citywide Safe Routes to School Program. On June 20, 2017, the City Council approved its 2017-18 budget, which included funding to initiate the program's first year. The program was initiated in fall 2017, however progress was slower than anticipated due to other emergent priorities, including responding to the Willow Road/ highway 101 construction impacts in the Willows neighborhood, the Stanford University general use permit draft environmental impact report, the Stanford University Center for academic medicine project and appeal, and ongoing operational challenges with the City's shuttle program; all of which combined to significantly reduce the division's ability to commence new projects. In addition, two vacancies within the division occurred in July and October 2017, which are currently in the process of being filled.

On February 6, 2018, the City Council adopted its 2018 work plan, including the Citywide Safe Routes to School program and further prioritized it as one of the city's top six priority projects. Accordingly, staff reprioritized work efforts and prepared a draft request for proposals for the program. The Safe Routes to School subcommittee of the Complete Streets Commission and advocates from Parents for Safe Routes reviewed the draft request for proposals. Staff incorporated this feedback and released the request for proposals May 2, 2018. Six proposals were received by the due date of May 23, 2018.

### Analysis

There are approximately 20 public and private schools (Attachment A) located within the City of Menlo Park or neighboring communities that serve Menlo Park residents. The goal of Safe Routes to School is that children can travel to school via bicycling or walking, thus increasing independence and reducing the need for parents to drive children and congestion related to this traffic. The key to this program, in addition to the city's infrastructure, is having informational resources available for both parents and children to know their

commute options to school. The City, therefore, is seeking firm(s) to assist in developing resources and strategies to create a Citywide Safe Routes to School Program. This program will provide all schools resources to offer their students, along with support to continue the longevity of the Safe Routes to School Program.

### Scope of work

The request for proposals was released May 2, 2018, outlining the program initiation in two phases:

1. Establishment of a Safe Routes to Schools Program
2. Operation of a Safe Routes to Schools Program

Phase 1 will provide background data, analysis and best practice recommendations to the city for establishing a new Safe Routes Program. This phase emphasizes gathering existing practices and policies, liaising with staff in various departments that can influence safe routes and providing sample funding recommendations and job descriptions to sustain the program over time. Best practice recommendations for a crossing guard program and strategies for funding a Safe Routes Program with overlapping jurisdictions and agency partners will be developed.

Phase 2 will provide support to city staff through a contract to sustain Safe Routes Program operations. A part-time coordinator will be hired from the community by the consultant on a contract basis (approximately 15 hours per week) to work in coordination with the consultant. Anticipated tasks may evolve during program initiation and establishment, but are anticipated to include developing an advisory committee including representatives from various schools, community groups, adjacent cities and other stakeholders; preparing community engagement materials to promote the program; assisting with grant writing; planning safety demonstration and biking/walking themed events; developing an educational curriculum and other educational materials. An option to extend the phase 2 contract, depending on consultant performance and future funding availability, is included for up to two additional fiscal years, through June 2021.

Six proposals were received from various firms before the May 23, 2018, deadline. The proposals represent engineering/planning firms, advocacy groups and nonprofits: Alta Planning + Design, Kimley-Horn, Silicon Valley Bicycle Coalition, Safe Routes to School National Partnership, Strategic Energy Innovations and TransForm.

A team of six city staff and Complete Streets Commission subcommittee members reviewed the proposals. Proposers were scored on each phase for which they proposed (e.g., firm proposing on two phases was scored twice). Scores were averaged amongst the six reviewers, and proposers were ranked. A meeting was held to discuss each applicant's scores, and to gain a consensus of the preferred firm(s) for selection.

The panel was unanimous in its decision, recommending Alta Planning + Design as the top proposal for Phase 1, Phase 2, and mapping services for the Safe Routes to School Program. This firm was chosen for its experience and price point. Alta Planning + Design has successfully worked with the City of Menlo Park on past transportation projects, along with having experience working on the City of Palo Alto's and San Mateo County Office of Education's Safe Routes to School programs.

A scope of work from Alta Planning + Design (Attachment B) details the anticipated work flow and deliverables. A summary schedule is provided in Table 1.

Table 1: Next steps and schedule	
Future tasks	Schedule
Notice to proceed, phases 1 and 2	July 2018
Phase 1 completion	June 2019
Phase 2, year 1	2018-19
Optional phase 2 extensions	2019-20, 2020-21

**Impact on City Resources**

The estimated total annual cost of the Safe Routes to School Program is \$90,000. A cost breakdown is provided in Table 2. In the city’s fiscal year 2017-18 budget, \$90,000 is available for the program. Therefore, no additional resources are requested at this time. As part of the 2018-19 budget, an additional \$90,000 is proposed to sustain the annual program operations. Staff has incorporated an optional extension of the agreement for two additional years with satisfactory consultant performance. Funding levels for future program years will be determined in each year’s annual budget development process based on available resources and overall city needs. The consultant recommendations as part of the Phase 1 scope of work will include recommendations for future funding levels to sustain and expand the program in the future. While no additional staff resources are requested at this time to implement the program, the consultant recommendations will also include staffing recommendations for the future. These could include continuing contract assistance or hiring a city employee at either part-time or full-time to manage the program.

Table 2: Cost breakdown	
Phase 1	\$42,000
Phase 2	\$48,000
<b>Total cost</b>	<b>\$90,000</b>

**Environmental Review**

This proposed action is categorically exempt under the current California Environmental Quality Act Guidelines per Section 15322, Educational or Training Programs Involving No Physical Changes.

**Public Notice**

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

**Attachments**

- A. Map of school locations in Menlo Park
- B. Alta Planning + Design scope of work and fee estimate

Report prepared by:  
 Nicholas Yee, Transportation Demand Management Coordinator

Report reviewed by:  
 Nicole H. Nagaya, Assistant Public Works Director

THIS PAGE INTENTIONALLY LEFT BLANK